



# Junior Achievement®

of Southwest Florida, Inc.

August 12, 2010

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Chairman Julius Genachowski  
Commissioner Michael J. Copps  
Commissioner Robert M. McDowell  
Commissioner Mignon Clyburn  
Commissioner Meredith Attwell Baker  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

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Dear Chairman Genachowski and Commissioners:

From personal responsibility to proper business etiquette, we at Junior Achievement of Southwest Florida strive to offer the children in our community the business education they will need to become our next generation of CEOs and marketplace leaders. Comcast has been a strong corporate partner of our organization for many years and we are thankful to have a company of such amazing success, integrity and innovation at our side. Accordingly, we support Comcast in its efforts to join with NBC Universal.

In today's turbulent economic climate, our kids need to become more proficient in business matters now more than ever. Secondary schools often do not have the resources needed for providing an advanced education in business matters. Many young adults never have any first-hand experience with the fundamentals of balancing a budget, devising a business plan, or planning a corporate event, which are skills that should be taught to everyone. Someday soon, we'll be looking to our children to lead our economy as well as tomorrow's businesses. Today, however, they look to us for the skills they'll require. At Junior Achievement, we view corporations like Comcast as role models for our students.

Comcast's reliable and fast Internet connections are very important to businesses and schools. Their investment in our community to build out these next generation technologies and to continually upgrade and maintain them is a boon for our children and our economy. As well by providing their innovative programming and broadband to our public schools and libraries at no charge ensures that children in our Southwest Florida communities have access to the entertainment, information and news they need and enjoy.

Comcast also has an internal culture committed to diversity and civic engagement. The company has received numerous accolades for promoting diversity in the workplace. Comcast Cares Day, a day of volunteer work around the nation, brings community involvement on many levels and provides the company's employees with opportunities to become directly involved with community endeavors.

Comcast has long been a national leader in communications and a great model for commendable corporate practices. We can rely on Comcast to demonstrate proper business practices to our students as well as to provide them with meaningful insight regarding business development.

Sincerely,

*Vicki Stephan*

Vicki Stephan  
President